

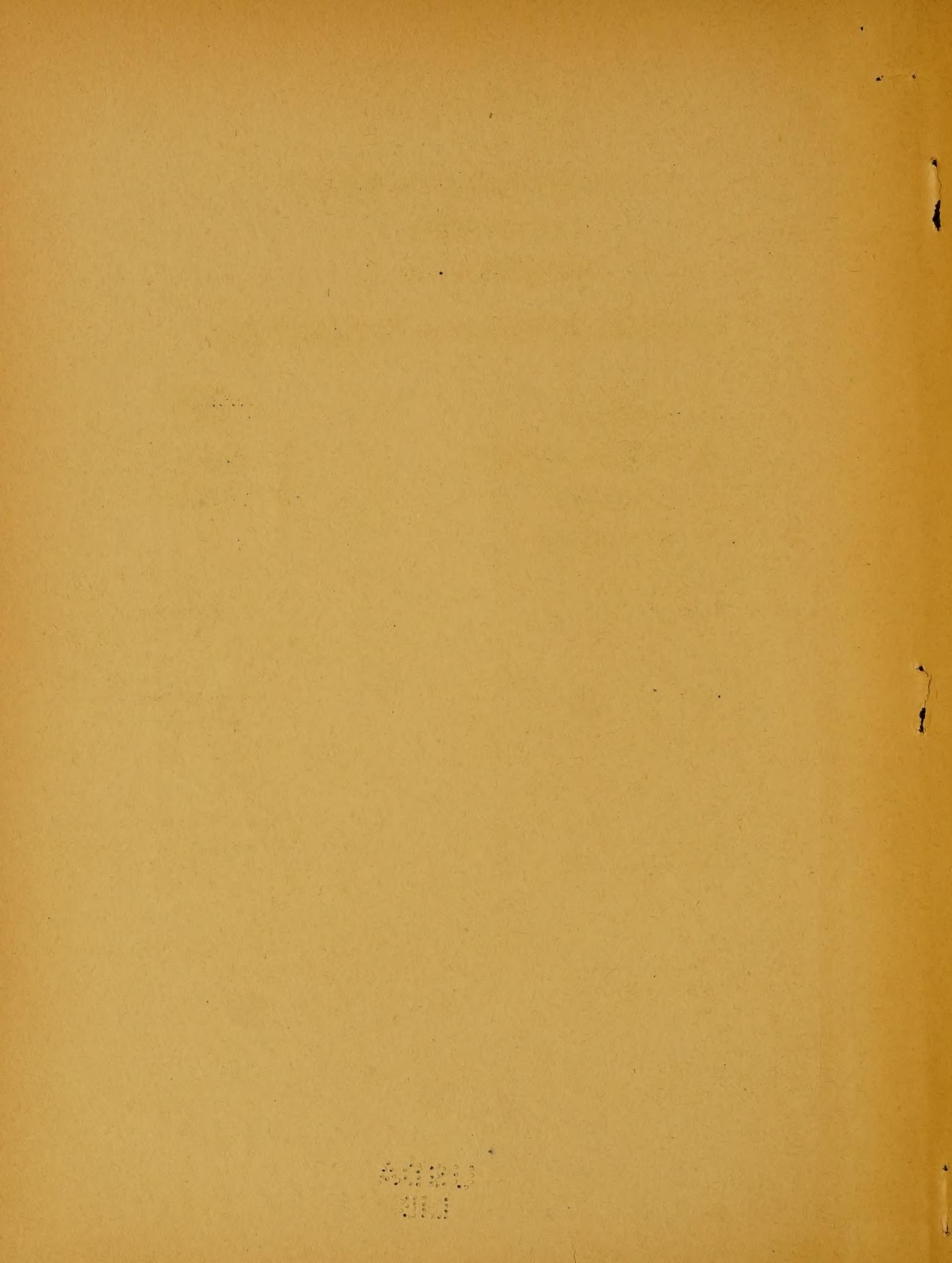
## UNITED STATES DEPARTMENT OF AGRICULTURE

*P.U.S.* EXTENSION SERVICE

5a WASHINGTON, D. C.

## EDUCATIONAL MATERIALS FOR USE WITH FOOD RETAILERS

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UNITED STATES DEPARTMENT OF AGRICULTURE  
 EXTENSION SERVICE  
 WASHINGTON 25, D.C.

EDUCATIONAL MATERIALS FOR USE WITH FOOD RETAILERS

	<u>Issued</u>	<u>Cost-Yearly</u>	<u>Remarks</u>
<u>A. Periodicals</u>			
1. Supermarket Merchandising	monthly	\$2.50	Grocery trade magazine covering super markets. Articles on all phases grocery merchandising.
45 West 45 Street			
New York City, N.Y.			
2. Progressive Grocer	"	4.00	Grocery trade magazine with good over-all coverage and slanted toward independent operator
161 Sixth Avenue			
New York 13, N.Y.			
3. Chain Store Age	"	3.00	Grocery trade magazine. Contains articles on latest merchandising methods in chain stores. Stipulate "Executive's Edition" when subscribing. March issue contains up-to-date produce manual.
185 Madison Avenue			
New York 16, N.Y.			
4. Pre-Pack-Age	"	3.00	Devoted to modern methods packaging and merchandising fresh foods.
124 West 4 Street			
Los Angeles 13, Calif.			
5. The Packer	Weekly	3.00	Full coverage of produce industry.
Second & Delaware Sts.			
Kansas City, Missouri			
6. The Produce News	"	3.00	"
6 Harrison Street			
New York 13, N.Y.			

EDUCATIONAL MATERIALS FOR USE WITH FOOD RETAILERS

		<u>Issued</u>	<u>Cost-Yearly</u>	<u>Remarks</u>
7.	Food Topics 330 West 42 Street New York 18, N.Y.	weekly	\$5.00	National newspaper for food retailers. Full of pictures and current information on grocery merchandising
8.	Food Field Reporter 330 West 42 Street New York 18, N.Y.	Bi-Monthly	3.00	Comparable to Food Topics with section devoted to food processing added.
9.	Food Industries McGraw-Hill Publishing Co. 330 West 42 Street New York 18, N.Y.	Monthly	3.00	Devoted to manufacturing, processing, methods and technology in food industry.
10.	Packaging Parade Haywood Publishing Co. 360 N. Michigan Ave. Chicago, Ill.	"	5.00	News of packaging, field-machinery materials, design, shipping merchandising.
11.	Modern Packaging 122 E. 42 Street New York City, N.Y.	"	5.00	Materials for all kinds new packaging design
12.	Good Packaging Pacific Trade Papers Pub.Co. 210 Mississippi St. San Francisco 10, Calif.	"	3.00	New Information on package design.
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	<u>Source</u>	<u>Remarks</u>
<b>B. Books and Pamphlets</b>		
1. Hydro-Cooling of Garden Produce	Hydro Coolers Ass'n. Minneapolis-St. Paul, Minn.	24 page booklet-full explanation of process-merchandising possibilities, handling procedures
2. All purpose, Low cost Rack for Small Produce Departments-WR-7	California Fruit Growers Exchange Dealer Service Division Los Angeles, Calif.	Blue print plans
3. Fruit and Vegetable Merchandising-K250	"	14 page booklet complementary to film of same name-pass out to class after showing
4. How to Cut Spoilage Losses K-133	"	Pass out material-Single sheet-lists fruits & vegetables indicating proper care for each
5. "27" Ideas for Modern Display Stand-Tl33	"	30 page booklet-27 modernizing ideas for the produce retailer in pictures, diagrams, displays, handling & merchandising produce.
6. Keeping Produce Alive Kl47	"	Practical instructions for proper care & handling of fresh fruits & vegetables

EDUCATIONAL MATERIALS FOR USE WITH FOOD RETAILERS

Source

Remarks

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|---|---|--|
| 7. 101 Profitable Ideas<br>for Fruit Department   | California Fruit Growers<br>Association<br>Dealer Service Division<br>Los Angeles, Calif. | 48 page handbook on<br>fruit & vegetable<br>merchandising  |
| 8. Sunkist Merchandiser                           | "   | Sunkist trade paper<br>printed every other<br>month  |
| 9. Sunkist Free Mat Services"<br>W-179            |   | 261 free mats for ad-<br>vertising   |
| 10. The Story of California<br>Oranges & Lemons   |   | 30 page booklet giv-<br>ing early history of<br>food and health values<br>of California citrus<br>products, production<br>problems   |
| 11. Fruit & Vegetable Facts<br>and Pointers       | United Fresh Fruit &<br>Vegetable Ass'n<br>2017 S Street<br>Washington, D.C.              | 1 to 3 pages, mimeo-<br>graphed on history,<br>handling & merchan-<br>dising of 47 various<br>fruits and vegetables  |
| 12. A Training Course in<br>Produce Merchandising | Super Market Pub. Co.<br>45 West 45 Street<br>New York 19, N.Y.                           | A complete instruc-<br>tion manual-Cost \$1.00   |
| 13. Selling Fresh Fruits &<br>Vegetables          | The Progressive Grocer<br>161 Sixth Avenue<br>New York 13, N.Y.                           | 300 page book on re-<br>ducing spoilage- how<br>to increase sales, get<br>better prices, layout<br>produce department,<br>adapt self-service to<br>particular require-<br>ments and pricing-<br>Price \$3.00 |

EDUCATIONAL MATERIALS FOR USE WITH FOOD RETAILERS

	<u>Source</u>	<u>Remarks</u>
14. 1949 Produce Manual	Chain Store Age 185 Madison Ave. New York 16, N.Y.	Presents facts on care, handling, display & mer- chandising of every im- portant variety of fruit & vegetable. Published in March issue each yr.
15. Produce Pointers	"	48 page booklet, illus- trated, on care & hand- ling, making up order, cutting down spoilage, seasonable factors, vita- min values. Price: \$1.00
16. Merchandising Fresh Fruits & Vegetables for Retail Produce Managers	Ray Pillar Nat'l League of Wholesale Fresh Fruits & Vege- tables Distribu- tors 512 F Street, N.W. Washington, D.C.	Leaders Manual-Instruc- tional outline with examples of charts, dia- grams-64 pages
17. A Guide to Better Handling & More Efficient Mer- chandising of Fresh Fruits & Vegetables	"	Background information on chemistry of produce, cause & prevention of decay, market diseases, humidity & temperature buying, selling, dis- playing, pre-packaging mark-up, records, manage- ment and advertising - 48 pages
18. Produce Manual	Fruit Dispatch Co. A supplement to film Pier 3, North River "Selling Produce." New York City, N.Y.	Care & handling of common varieties of fresh fruits & vege- tables. 24 pages
19. Banana Ripening Manual	"	Outline-20 page book- let on essential prin- ciples of banana rip- ening;pictures, dia- grams

EDUCATIONAL MATERIALS FOR USE WITH FOOD RETAILERS

	<u>Source</u>	<u>Remarks</u>
20. Stretching Your Fruit & Vegetable Dollar	Nat'l Consumer Retailer Council, Inc. 1860 Broadway New York 23, N.Y.	Consumer information covering buying, waste nutritive values
21. The Nargus Library Produce Guide	Nat'l Association of Retail Grocers 360 No. Michigan Ave. Chicago, Ill.	Information on 24 booklets sold by Nargus, covering entire grocery store operation
22. Produce Guide	"	Booklet on produce handling. Price: 50¢
23. Self Service	Hussman Refrigeration, Inc. 2401 No. Leffingwell St. St. Louis 6, Mo.	80 page booklet on wrapping, pre-packaging, refrigerating & merchandising of fish, poultry, meats & delicatessen with pictures
24. The Handbook of Food Selling, by Alexander Todoroff	The Grocery Trade Publishing House 755 N. Central Ave. Chicago, Ill.	Information in question & answer style on most grocery & fresh vegetable items. 62 pages Price: 50¢
25. How to Prevent Spoilage in the Food Store, by Alexander Todoroff	"	How to care for all kinds of perishables sold in grocery stores. 46 pages. Price: 50¢
26. Functions of Food in Nutrition	Nat'l Live Stock & Meat Board 407 So. Dearborn St. Chicago 5, Ill.	Vitamin & nutritive value of various foods. Supply can be obtained for classroom distribution
27. The Super Market Industry Speaks- 1949	Super Market Institute, Inc. 500 North Dearborn St. Chicago 10, Ill.	Background information on super market operation. Charts, graphs, survey information- 30 pages

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	<u>Source</u>	<u>Remarks</u>
28. Mid-Year Meeting Super Market Institute	Super Market Institute, Inc. 500 No. Dearborn St. Chicago 10, Ill.	Questions & answers covering many phases of market operation
29. The Know How of Tell- ing and Selling	"Birdseye", General Foods Snider Division Los Angeles, Calif	Frozen food sales pre- sentation, freezing principles, elimination of waste, etc.
30. Facts in Food and Grocery Distribution	The Progressive Grocer 161 6 Avenue New York 13, N.Y.	Excellent statistics on entire grocery operation Yearly issues.
31. Modern Food Merchandis- ing	Canadian Industries, Ltd. Visible selling with Toronto, Canada cellophane	
32. Where Washington Apples are Marketed	Washington State Apple Commission Wenatchee, Wash.	A three year summary showing distribution of major varieties
33. We Meet in the Salad Bowl	Industrial Develop- ment Department Nickle Plate Road Cleveland 1, Ohio	Interesting, narrative style, background story on produce, 1945
34. Reefer De-Lux	"	Comparable to "We Meet in the Salad Bowl, 1946
35. California Deciduous Fruits	California Fruit Ex. P.O. Box 2038 Sacramento, Calif.	32 page booklet. Combines accurate color studies of principle commercial varieties of deciduous fruits, sizes of con- tainers, etc.
36. Book of Grocery Ad- vertising & Selling	Grocery Manufacturers of America, Inc. 205 East 42 Street New York 17, N.Y.	Lends itslef to use in planning advertising, sales bulletins, hand- bills, store & window displays. 178 pages

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	<u>Source</u>	<u>Remarks</u>
37. Profitable Grocery Advertising	Sales Promotion Dept. Libby, McNeill & Libby West Exchange at South Packers Chicago, Ill.	32 page booklet on 5 ways grocers can increase sales, interior displays, advertising, special sales, salesmanship & window displays
38. A Brief Manual on Produce Pre-Packaging. Form No. SP-8	The Dobeckmun Co. Cleveland, Ohio	Information on pre- packaging and bag selection
39. The Iced Produce Display	Nat'l Association of Ice Industries 1706 L Street Wash. 6, D.C.	Pictorial booklet on use of ice in handling pro- duce
40. Consumer Purchase of Fresh Fruits at Retail. Bulletin 851, Oct. '49 M.P.Rasmussen	Cornell University Agr. Experiment Sta. Ithaca, N.Y.	Analysis of sales of fruit pre-war, wartime, and post-war. 33 pages
41. Handling & Merchandising Sweet Corn. A.E. 699	N.Y. State College of Agriculture Cornell University Ithaca, N.Y.	Project covering 2 years study to determine & demonstrate what might be done to make avail- able better quality sweet corn to the cus- tomer. 19 pages
42. Waste and Spoilage of Fruits & vegetables in retail stores. A.E. 687	N.Y. State College of Agriculture Cornell University Ithaca, N.Y.	The bringing together of some of the results of economic studies showing amounts of waste and spoilage of fruits & veg- etables in retail stores 14 pages.
43. Retail Distribution of " Fresh Peaches in Syracuse, N.Y.		Survey of consumer pre- ference, demand, spoilage rates, retail prices, purchasing source, dis- play.

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	<u>Source</u>	<u>Remarks</u>
44. A Report on Certain Phases of Handling Winter Pears in Retail Stores. Dec. '49	Production & Market- ing Administration Fruit & Vegetable Br. United States Dept. of Agriculture Wash. 25, D.C.	Measuring results of demon- stration & display material as means of increasing sales. 25 pages.
45. Ripening Pears After Shipment. H.T.&S. Office report No. 212. 7/18/49	Agricultural Research Administration Bureau of Plant Industry, Soils & Agriculture Engineering U.S.D.A. Wash. 25, D.C.	Ripening time of pears at different tempera- tures. Determining feasibility of using pres- sure tester as a guide for ripeness
46. Price Spreads Between Farmers and Consumers Bulletin No. 4-Nov. '49	U.S.D.A. Bureau of Agricultural Economics Wash. 25, D.C.	Agricultural informa- tion. 95 pages
47. Retailer Training in the Merchandising of Fruits & Vegetables Oct. '49	U.S.D.A. Production & Marketing Administration Fruits & Vegetables Br. Washington 25, D.C.	Survey of United Mer- chandising Institute program sponsored by U.S.D.A. and the United Fresh Fruit & Vegetable Association
48. Market Diseases of Fruits & Vegetables: Potatoes. No. 98-Rev. Jan. '49, Price: 75¢	Sup't of Documents U.S.Gov't Printing Of. Wash. 25, D.C.	Designed to aid in the recognition and identifi- cation of diseases on fruit entering the channels of marketing. 60 pages
49. Commodity Summaries 1-5 Based on 1948 Food Con- sumption Surveys Pre- liminary Reports Aug. '49	U.S.D.A. Agricultural Research Administration Bureau of Human Nutri- tion & Home Economics Washington 25, D.C.	Meat, fats, oils, grain products, egg & poul- try, sugars & sweets in city diets

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	<u>Source</u>	<u>Remarks</u>
50. Vitamin and Mineral Content of Certain Foods as Affected by Home Preparation. Misc. Pub. #628- Jan. '48-Price: 30¢	Sup't of Documents U.S. Gov't Printing Office. Washington 25, D.C.	An analysis of 20 common foods to determine true vitamin and mineral retention when cooked and prepared.
51. Marketing Frozen Foods June '49	U.S.D.A. Production & Marketing Act Market Facilities Br. Washington 25, D.C.	Study of facilities and handling methods in the marketing channels-importance of freezing-role of processor- transportation warehousing-wholesale distributor-delivery facilities & methods, retail & institutional aspects-locker plants and home storage facilities. 175 pages
52. A fruit & Vegetable Buying Guide. Misc. Pub. No. 167 Revised Feb. '48, Price: 15¢	Sup't of Documents U.S. Gov't Printing Of. Washington 25, D.C.	Hints on buying considering grades, spoilage prices, shipping seasons sizes. Covers all common varieties of fresh fruits & vegetables. 62 pages.
53. Establishing & Operating a Grocery Store, Price: 70¢	"	Dept. of Commerce, Industrial (Small Business) Series No. 21. Answers the very evident need for sound and practical information on operating a modern grocery store. 375 pages.
54. Record Keeping, U.S. Dept. of Commerce, Industrial Series No. 80-Price: 15¢	"	Illustrates systems of bookkeeping sufficiently flexible to be adapted to operations of any retail store. 18 pages
55. 1949 Government Information on Retailing	"	Complete list of all materials available on retailing as prepared by Dept. of Commerce

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	<u>Source</u>	<u>Remarks</u>
56. A Guide to Selected Publications of U.S. Dept. of Commerce July '49, Price:25¢	Sup't of Documents U.S.Gov't Printing Of. Washington 25, D.C.	Small business index
57. Competitive Position of the Frozen Fruit & Vegetable Industry, Price:10¢	"	Appraises the present situation and evaluation of processed foods and fresh produce. 17 pages
58. Selecting a Store Location " Economic Series No.56 Price:20¢	"	A manual based on survey of location practices of successful retailers. 68 pages.
59. Know your Money	U.S.Secret Service Treasury Dept. Washington 25, D.C.	A booklet illustrating what to look for in counterfeit money
60. Proceedings of the 1949 Mid-Year Meeting	Super Market Institute 500 North Dearborn St. Att: Don Parsons Chicago 10, Ill.	A discussion of the current grocery picture regarding volume, margins, prices, operating expenses, competition, expansion, financing, increasing productivity to lower costs, merchandising, training, incentives, supervision, union relations and self-service meat and produce departments. 68 pages
61. Highlights from a Continuing Study of Your Super Market Customers	Mr. Donald Kerr Saturday Evening Post Independence Square Philadelphia, Pa.	The buying habits and characteristics of supermarket customers as shown in a 1949 survey conducted in 70 supermarkets located throughout the United States. 8 pages

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	<u>Source</u>	<u>Remarks</u>
62. The Independent Grocer	Mr. Donald Kerr Saturday Evening Post Independence Square Philadelphia, Pa.	Three such reports have been made-1944, 1946, 1948. This is a survey made in member stores of the National Association of Retail Grocers. Inter- esting trends and compari- sons made in the grocery business. 50 pages.
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<u>Name of Film</u>	<u>Source</u>	<u>Remarks</u>
<u>C. Visual Aids</u>		
1. Merchandising Fresh Fruits and Vegetables "Sunkist," 16mm, sound, color, 30 min-approx.	Harold Ackley Dealer Service Div. California Fruit Growers Exchange, Box 2706 Terminal Annex Los Angeles, 54, Calif.	Good examples of color contrast shown; handling; some controversial techniques shown.
2. Selling Produce* 16mm, sound, approx. 40 min.	Fruit Dispatch Co. Pier 7, North River New York 6, N.Y.	Covers handling. Suggest film be stopped at half-way point for discussion: otherwise quite long.
3. Chiquita Banana 16mm, sound, color approx. 15 min.	"	Walt Disney, illustrating recipes. Very clever
4. Doubting Thomas Goes to " Town.* 16mm, approx 38 min.	"	Old film. Designed for better handling of fresh fruits and vegetables.
5. Hands Across the Sea* approx. 17 min.	"	On the growing and transportation of bananas
6. Dollar Garden, 35mm, sound slide, approx. 30 min.	NARGUS 360 No. Michigan Av. Chicago, Ill.	Sound slide film on handling and displaying. Outdated, but sound. Cost \$10.00
7. Better Stores Program 35mm, sound-slide, color approx. 28 min.	National Association of Retail Grocers Mrs. R.M.Kiefer 360 N. Michigan Ave. Chicago 1, Illinois	A series of 7 films, one of which is on handling produce. The series is not complete. Film on produce should be ready by July 1950. Cost \$100. Complete set

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<u>Name of Film</u>	<u>Source</u>	<u>Remarks</u>
8. Naturally Yours*	National Ass'n of Ice Industries 1706 L Street, N.W. Washington, D.C.	Deals specifically with the use of ice in keeping fresh fruits and vegetables saleable.
9. Washington State "Appleland"** and several other films, dealing with grower to consumer handling 16mm, sound	H.L.Moreman, Supervisor Dealer Service Division Washington State Apple Commission Wenatchee, Wash.	Deals mainly with the growing and picking of apples
10. Fresh as the Day it was Picked* 16mm, sound, color approx. 25 min.	Preco, Inc. 6300 E.Slauson Ave. Los Angeles, Calif.	On the merits of shipping fresh produce in freight cars equipped with Preco fans.
11. Lifting Safely in Super Markets. 35mm, sound-slide, approx. 15 min.	Super Market Institute 500 N. Dearborn St. Att: Mr. Curt Kornblau Chicago, Ill.	Additional aids go with film: an outline for safety meeting; questions and answers; leaflet on proper lifting which is distributed to the employees after showing film.
12. By Jupiter 16mm, sound, approx. 30 min.	Wilding Picture Productions, Inc. 1345 Argyle Street Chicago, Ill. also Audio-Visual libraries at State Colleges	This film was made for Marshall Fields, Chicago. It has been well received by all kinds of groups. It has to do with how to better get along with people. Excellent for stressing public relations.
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\*One copy available for short time loan from this office

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<b>D. Miscellaneous</b>		
1. Sunkist Profit Calculator, Code T-57	California Fruit Growers Exchange Box 2706 Terminal Annex Los Angeles 54, Calif.	Plastic wheel which shows box count and cost to figure selling price
2. Sunkist Price Calculator, Code #147	"	Made of cardboard. Sufficient supply can be obtained for handouts.
3. Price-O-Mat Price: 50¢	United Fresh Fruit & Vegetable Ass'n 2017 S Street, N.W. Washington, D.C.	Price calculator
4. Retail Merchants Calculator	Available from some grocery firms-General Foods	Figuring retail prices, margin and mark up.
5. Washington Apple Price Calculator	Washington State Apple Commission Wenatchee, Wash.	For pound, piece or dozen selling based on 25% margin. Also, helpful suggestions on handling and merchandising. Sufficient supplies available for hand-outs.
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